

Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 PER-03 MMO-04 ABF-01 SIG-02 SP-02

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R 072350Z APR 76

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 4105

USDOC WASHDC

INFO ALL CONSULATES MEXICO VIA POUCH

UNCLAS SECTION 1 OF 4 MEXICO 4504

EO 11652: NA

TAGS: BEXP, MX

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR MEXICO FOR FY78;
PRELIMINARY INPUTS

REF STATE 54879

1. SUMMARY: EMBASSY'S FY78 CCP PRELIMINARY INPUTS ARE BASED ON 13 PROPOSED CAMPAIGNS, OF WHICH SOME 10 WILL BE SELECTED SUBSEQUENTLY FOR FINAL IMPLEMENTATION. THIS WOULD AFFORD TWO CAMPAIGNS EACH FOR FOUR COMMERCIAL OFFICERS AND ONE EACH FOR TWO ADDITIONAL E/C OFFICERS WHO SPEND PART TIME ON COMMERCIAL ACTIVITIES. OF THIRTEEN CAMPAIGN THEMES, FOUR ARE DRAWN FROM REFTEL'S LIST OF FY78 PRIMARY TARGET INDUSTRIES AND FOUR FROM LIST OF SECONDARY TARGET INDUSTRIES. IN ADDITION, PROPOSED CAMPAIGN INCLUDE NINE OF TEN THEMES PROPOSED BY MCTC FOR FY78 EXHIBITIONS. NO FINANCIAL PROBLEMS ARE FORESEEN AT THIS POINT FOR FY78, BUT EMBASSY STRONGLY CAUTIONS AGAINST ANY PERSONNEL CUTS AFFECTING OUR LOCAL COMMERCIAL PROGRAM. OUR PROJECTED FINANCIAL ESTIMATES HAVE BEEN COORDINATED WITH BUDGET AND FISCAL SECTION OF EMBASSY. WE HAVE CHECKED THESE PRELIMINARY INPUTS TO ENSURE THEIR COMPATIBILITY WITH EMBASSY'S CASP.

2. PERSONNEL RESOURCES:

AS DEPT OF STATE AND USDOC UNDOUBTEDLY AWARE, EMB REQUESTED UNCLASSIFIED

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FOUR ADDITIONAL LOCAL PERSONNEL POSITIONS AS PROFESSIONAL

BACKUP FOR AMERICAN FSO COMMODITY OFFICERS, FOLLOWING ON RECOMMENDATIONS OF THE INSPECTORS IN THEIR REPORT DATED SEPT. 1975. WE HAVE BEEN INFORMED THAT THERE IS LITTLE LIKELIHOOD THAT THE EMBASSY WILL BE ASSIGNED THESE NEW POSITIONS. WE HAVE ATTEMPTED TO COMPENSATE AS MUCH AS POSSIBLE BY REDISTRIBUTING THE INTERNAL WORKLOAD, INCLUDING GOING TO AN OUTSIDE CONTRACT FOR WTDR/PIR INFORMATION. UNDER THESE CIRCUMSTANCES, IT IS EXTREMELY IMPORTANT THAT NO ADDITIONAL CUTS IN PERSONNEL BE MADE WHICH WOULD FURTHER REDUCE THE EFFECTIVENESS OF THE EMBASSY'S EXPORT PROMOTION PROGRAM. WE UNDERSTAND, HOWEVER, THAT CONSIDERATION IS BEING GIVEN TO CUTTING THE POSITION OF TRADE PROMOTION OFFICER AT THE TRADE CENTER UPON COMPLETION OF THE INCUMBENT'S TOUR IN MEXICO CITY. WE BELIEVE THIS COULD BE A SERIOUS ERROR. MCTC IS STAFFED WITH FOUR US OFFICERS POSITIONS, INCLUDING DIRECTOR, DEPUTY DIRECTOR AND ONE MARKET RESEARCH OFFICER. THE PROPOSED CUT WOULD DELETE ONE OF THESE FOUR POSITIONS - THAT OF THE MARKET DEVELOPMENT OFFICER - EFFECTIVELY REDUCING THE TC'S CAPABILITY TO DEAL WITH CURRENT OPERATIONS IN ONE OF THE MOST ACTIVE STATE/COMMERCE SPONSORED TC'S. SPECIFICALLY SUCH A CUT WOULD DELETE THE POSITION RESPONSIBLE FOR COORDINATING PROMOTION OF SEVEN MAJOR EXHIBITION OVER THE YEAR PRECEDING MARCH 1976, AS WELL AS A SERIES OF SEMINARS, JEEP'S AND MANY SINGLE AND MULTI-COMPANY BSP'S. THESE EVENTS PRODUCED FLOOR AND 12-MONTH PROJECTED SALES OF OVER \$141 MILLION BY 518 US SUPPLIERS. TO ACCOMPLISH THESE RESULTS, THE TRADE PROMOTION OFFICER SUPERVISES A STAFF OF FOUR FSL EMPLOYEES AND THREE ACCOUNT EXECUTIVES AND A SECRETARY FROM THE TC'S CONTRACTED PUBLIC RELATIONS FIRM, AND ALSO COORDINATES THE PROMOTIONAL ASSISTANCE RENDERED BY THE EMBASSY'S RESPONSIBLE COMMODITY OFFICER. TO ATTEMPT TO SHIFT THESE RESPONSIBILITIES TO OTHER MEMBERS OF THE TC AND EMBASSY E/C STAFFS COULD RESULT IN A SERIOUS REDUCTION IN THE EFFECTIVENESS OF OPERATIONS AND FEWER - OR LESS PRODUCTIVE - CAMPAIGNS. THE INSPECTOR'S REPORT POINTS OUT THAT THE E/C WORKLOAD NOW IS AT A "BARELY TOLERABLE LEVEL". WE STRONGLY RECOMMEND THAT THE PROPOSED CUT NOT BE IMPLEMENTED.

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3. FY78 CAMPAIGN:

BELOW ARE LISTED THIRTEEN PROPOSED CAMPAIGN THEMES, IN THE FORM REQUESTED IN REFTEL. OF THE THIRTEEN CAMPAIGNS, THE EMBASSY EXPECTS FINALLY TO OPT FOR APPROX TEN THAT WILL OFFER THE BEST EXPORT PROMOTIONAL POSSIBILITIES IN FY78. THIS NUMBER WILL ALLOW OUR FOUR COMMERCIAL OFFICERS TO TAKE TWO CAMPAIGNS EACH, WHILE TWO E/C OFFICERS WHO SPEND PART TIME

ON COMMERCIAL AFFAIRS WILL TAKE ONE CAMPAIGN APiece. THE CAMPAIGN THEMES WERE CHOSEN FROM REFTEL'S LIST OF PRIMARY TARGET INDUSTRIES (FOUR) AND SECONDARY TARGET INDUSTRIES (FOUR), WHILE TARGETS OF OPPORTUNITY ACCOUNT FOR FIVE. IN ADDITION, THE LIST OF CAMPAIGN THEMES INCLUDES NINE OUT OF TEN THEMES UNDER CONSIDERATION BY MCTC IN ITS LIST OF EXHIBITIONS FOR FY78. THE INTERNAL PRIORITY RANKING OF THE CAMPAIGN THEMES WAS DETERMINED IN CONSULTATION WITH MCTC'S MARKET RESEARCH OFFICER. THE THIRTEEN CAMPAIGN THEMES WITH JUSTIFICATIONS ARE:

CAMPAIGN #1

PRIORITY STANDING #1

TITLE: METALWORKING AND FINISHING EQUIPMENT.

JUSTIFICATION: METALWORKING, MACHINE TOOLS AND FINISHING EQUIPMENT IS A DYNAMIC GROWTH AREA. A 1974 MARKET RESEARCH STUDY REVEALED A CURRENT MARKET OF \$70 MILLION AND PROJECTED AN 8 PERCENT AVERAGE ANNUAL INCREASE. U.S. EQUIPMENT TRADITIONALLY IN DEMAND IN MEXICO, SHOULD CONTINUE TO CAPTURE THE BULK OF THE MARKET GROWTH. THIS IS AN IMPORTANT INDUSTRY.

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CAMPAIGN #2

PRIORITY STANDING #2

TITLE: PRINTING AND GRAPHIC ARTS EQUIPMENT

JUSTIFICATION: PRINTING, MEXICO'S FOURTH LARGEST INDUSTRY, ENJOYS AN ANNUAL AVERAGE GROWTH RATE THAT CONSISTENTLY

OUTDISTANCES THAT FOR THE INDUSTRIAL SECTOR OF THE ECONOMY ON THE WHOLE. MEXICAN PURCHASES OF PRINTING AND GRAPHIC ARTS EQUIPMENT ARE EXPECTED TO DOUBLE OVER THE NEXT FIVE YEARS. MEXICO DEPENDS ON IMPORTS TO SATISFY MOST OF ITS REQUIREMENTS. THE MEXICAN GOVERNMENT'S GOAL TO INCREASE EXPORTS OF SPANISH-LANGUAGE BOOKS WILL STIMULATE EXPANSION AND MODERNIZATION OF DOMESTIC PRINTING PLANTS. ALMOST ALL IMPORTANT FIRMS HAVE MAJOR EXPANSION AND MODERNIZATION PLANS FOR THE REMAINDER OF THIS DECADE. UNITED STATES HAS TRADITIONALLY BEEN MEXICO'S PRINCIPAL SUPPLIER OF GRAPHIC ARTS EQUIPMENT AND SALES SHOULD REACH \$20 MILLION BY 1978. MEXICAN RESTRICTIONS AGAINST IMPORTS SHOULD NOT SUBSTANTIALLY AFFECT SALES TO THE PRINTING AND GRAPHIC ARTS INDUSTRY.

CAMPAIGN #3

PRIORITY STANDING #3

TITLE: PROCESS CONTROL INSTRUMENTATION

JUSTIFICATION: THIS PRODUCT CATEGORY IS ONE OF EIGHT TARGET INDUSTRIES SCHEDULED FOR PROMOTION DURING FY78. AS MEXICO CONTINUES TO INDUSTRIALIZE, IT IS FORCED BY THE COMPETITIVE DEMANDS OF ITS EXPORT MARKETS TO EMPHASIZE UNCLASSIFIED

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QUALITY CONTROL, WITH THE RESULT THAT THE NEED FOR PROCESS CONTROL INSTRUMENTATION WILL STEADILY INCREASE, WHILE SOME OF THIS EQUIPMENT WILL BE PRODUCED DOMESTICALLY, IT IS UNLIKELY THAT MEXICO WILL BE IN A POSITION TO FILL ITS INDUSTRIES' NEEDS IN THESE AREAS IN THE NEAR FUTURE. THE U.S. MARKET SHARE IN THIS INDUSTRY IS SIGNIFICANT AND CAN BE IMPROVED.

CAMPAIGN #4

PRIORITY STANDING #4

TITLE: FOOD PROCESSING AND PACKAGING EQUIPMENT

JUSTIFICATION: THE FOOD INDUSTRY IS MEXICO'S LARGEST SINGLE INDUSTRIAL SECTOR. IT IS EXPECTED TO SPEND IN EXCESS OF \$70 MILLION FOR PROCESSING AND PACKAGING EQUIPMENT IN 1978. PURCHASES HAVE BEEN INCREASING AN AVERAGE OF 10 PERCENT ANNUALLY. FOOD CONSUMPTION PATTERNS OF MEXICO'S GROWING AND INCREASING URBAN POPULATION ARE RAPIDLY CHANGING AND REQUIRING EVER MORE SOPHISTICATED PROCESSING AND PACKAGING EQUIPMENT. THE UNITED STATES HAS TRADITIONALLY BEEN MEXICO'S KEY SUPPLIER OF THIS EQUIPMENT REFLECTING IN PART THE FACT THAT MANY IMPORTANT FOOD PROCESSERS IN MEXICO ARE SUBSIDIARIES OF AMERICAN CORPORATIONS. MEXICO IMPORTS 50 PERCENT OF ITS FOOD PROCESSING AND 90 PERCENT OF ITS FOOD PACKAGING REQUIREMENTS; LITTLE CHANGE IS EXPECTED OVER THE NEXT FIVE YEARS. WHILE MOST PRODUCTS IN THIS FIELD REQUIRE AN IMPORT PERMIT FROM THE MEXICAN GOVERNMENT, THESE PERMITS ARE USUALLY GRANTED. MOREOVER, SPECIFIC TYPES OF EQUIPMENT

THAT WOULD NORMALLY BE DENIED A PERMIT BECAUSE THEY ARE SIMILAR TO PRODUCTS MANUFACTURED IN MEXICO, COME INTO THE COUNTRY AS PARTS OF COMPLETE PROCESSING SYSTEMS. CAUGHT BETWEEN RAPIDLY RISING PRODUCTION COSTS DUE TO WAGE INCREASES AND HIGHER PRICE OF AGRICULTURAL RAW MATERIALS AND GOVERNMENT PRICE CONTROLS OF FINISHED PRODUCTS, MANY FOOD PROCESSERS WILL BE CONVERTING TO MORE AUTOMATED SYSTEMS OF PRODUCTION IN THE NEAR FUTURE. ALMOST ALL EXPENDITURE WILL BE FOR MODERNIZATION AND NOT EXPANSION AS MOST FIRMS ARE CURRENTLY OPERATING UNDER CAPACITY.

CAMPAIGN #5

PRIORITY STANDING #5

TITLE: FORESTRY PRODUCTS AND WOODWORKING EQUIPMENT

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JUSTIFICATION: THIS PRODUCT CATEGORY IS ONE OF THE EIGHT TARGET INDUSTRIES SCHEDULED FOR PROMOTION DURING FY78. THE MEXICAN FORESTRY PRODUCTS AND WOODWORKING INDUSTRY IS PRESENTLY TAKING ADVANTAGE ONLY OF A SMALL PART OF ITS POTENTIAL. A MAJOR US STUDY CONCLUDED THAT MEXICO SHOULD BE SIXTH IN THE WORLD IN THIS PRODUCT CATEGORY. WITHIN THE NEXT FEW YEARS, THIS INDUSTRY SHOULD PROGRESS FROM A RELATIVELY MINOR TO A MAJOR COMPONENT OF THE MEXICAN ECONOMY. MOST OF THE EQUIPMENT COULD COME FROM THE UNITED STATES.

CAMPAIGN #6.

PRIORITY STANDING #6

TITLE: ENERGY SYSTEMS

JUSTIFICATION: ENERGY IS THE KEY TO MEXICO'S DEVELOPMENT.

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FOR ALTERNATIVE ENERGY SUPPLIES WILL REQUIRE MAJOR PUBLIC SECTOR INVESTMENT PROGRAMS. MEXICO IS DEVELOPING A MULTIPHASED LONG TERM PLAN TO ACHIEVE ENERGY SELF-SUFFICIENCY HIGHLIGHTED BY A MASSIVE ELECTRIC POWER EXPANSION PROGRAM. MAJOR NEW OPPORTUNITIES WILL EMERGE FOR U.S. EQUIPMENT SUPPLIERS RANGING FROM SWITCHGEAR AND CABLE TO LARGE TURBINES AND GENERATORS. ENERGY SYSTEMS IS A PRIMARY TARGET INDUSTRY AND A CERP REPORT IN THIS FIELD IS PREPARED ANNUALLY.

CAMPAIGN #7

PRIORITY STANDING #7

TITLE: BUILDING AND CONSTRUCTION EQUIPMENT

JUSTIFICATION: THE CONSTRUCTION PROGRAMS OF THE NEW
MEXICAN ADMINISTRATION SHOULD BE WELL UNDERWAY BY FY78.
INCREASING INDUSTRY DEMAND FOR ALL CATEGORIES OF MATERIALS
AND SUPPLIES. ROAD-BUILDING, HYDRAULIC PROJECTS, AND
HOUSING PROGRAMS ARE EXPECTED TO BE STEPPED AUP. PRIVATE
SECTOR INDUSTRIAL-PLANT EXPANSION WILL ALSO REVIVE CON-
SIDERABLY. U.S EXPORTERS OF HEAVY CONSTRUCTION MACHINERY
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IN PARTICULAR SHOULD FID A GOOD MARKET. BECAUSE OF
MEXICAN IMPORT REGULATIONS, MATERIALS AND AN INCREASING
VARIETY OF EQUIPMENT ARE NOT IMPORTABLE AS THEY ARE
PRODUCED LOCALLY, ALSO, IMPORTS FROM OTHER LAFTA COUNTRIES,
ESPECIALLY, BRAZIL, ARE OFTEN CHEAPER THAN AMERICAN PRODUCTS.

NOTE BY OC/T: # AS RECEIVED

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ACTION EB-07

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 4107

USDOC WASHDC

INFO ALL AMERICAN OONSULATE MEXICO VIA POUCH

UNCLAS SECTION 3 OR 4 MEXICO 4504

CAMPAIGN #8

PRIORITY STANDING #8

TITLE: COMPUTERS AND RELATED EQUIPMENT

JUSTIFICATION: THIS IS ONE OF THE EIGHT TARGET INDUSTRIES

SCHEDULED FOR PROMOTION DURING FY78. IT IS AN INDUSTRY

WITH GREAT POTENTIAL IN MEXICO AND IS ONE SO FAR DOMINATED

BY U.S. SUPPLIERS. CURRENT IMPORT RESTRICTIONS ARE HAVING THE EFFECT OF CLOSING OFF THE SUPPLY AT A TIME WHEN DEMAND IS GROWING. IN THE EXPECTATION THAT CURRENT RESTRICTIONS WILL BE EITHER REMOVED OR RELAXED BY FY78, THERE SHOULD BE CONSIDERABLE PENT-UP DEMAND FOR COMPUTERS AND RELATED EQUIPMENT FOR U.S. SUPPLIERS TO EXPLOIT.

CAMPAIGN #9

PRIORITY STANDING #9

TITLE: TO ILLUSTRATE TO MEXICAN TRANSPORTATION AUTHORITIES THE SUPERIORITY OF US MASS TRANSIT AND TRAFFIC CONTROL PROCEDURES AND EQUIPMENT

JUSTIFICATION: RAPID POPULATION GROWTH (3.6 PERCENT ANNUALLY) AND MIGRATION TO THE CITIES HAVE REACHED A CRITICAL STAGE IN THE MAJOR MEXICAN CITIES. U.S. TECHNOLOGY IN THE FIELD OF URBAN MASS TRANSIT IS APPLICABLE TO MEXICO, WHICH HAS REACHED OUT TO FOREIGN SUPPLIERS IN THE PAST (TO FRANCE FOR THE MEXICO CITY SUBWAY). OUR ADVANCES IN SUBURBAN RAIL SYSTEMS ARE KNOWN (THE MEXICAN NATIONAL RAILROADS ARE SENDING A FOUR-MAN TECHNICAL MISSION TO THE U.S.

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APRIL 17 - MAY 2 - AS WELL AS TO JAPAN AND FRANCE), AND NEED TO BE REEMPHASIZED, AS DO OUR NEWER DEVELOPMENTS IN LIGHT RAIL VEHICLES, PERSONAL RAPID TRANSIT, AND NEW SUBWAY SYSTEMS ADDITIONALLY, U.S. TRAFFIC CONTROL SYSTEMS AND EQUIPMENT CAN BE OF INCREASED USE TO MEXICO, AS ITS VEHICULAR TRAFFIC ALREADY CLOGS MANY CITY STREETS DURING MUCH OF THE DAY.

THIS THEME IS VIEWED AS AN OUTGROWTH OF THE RAILROAD SEMINARS OF 1975 AND 1976.

CAMPAIGN #10

PRIORITY STANDING #10

TITLE: EQUIPMENT, SYSTEMS AND INSTRUMENTATION FOR THE MINING INDUSTRY

JUSTIFICATION: IN RECENT YEARS, GOVERNMENT EFFORTS TO STIMULATE EXPLORATION AND EXPLOITATION OF MINERAL RESOURCES HAVE RETURNED SOME VIGOR TO A LONG MORIBUND INDUSTRY. WHILE MINE PRODUCTION FELL 8 PERCENT IN REAL TERMS IN 1976, THIS WAS PRIMARILY THE RESULT OF THE RECESSIONARY CONTRACTION OF THE WORLD MARKET. MINERAL PRODUCTION TOTALLED PESOS 3.589 BILLION IN REAL TERMS IN 1975, 1 PERCENT OF GDP. RECENT CONTACTS WITH MEXICAN MINING COMPANIES, GOVERNMENT OFFICIALS INVOLVED WITH MINING, AND REPRESENTATIVES OF U.S. MANUFACTURERS OF RELATED EQUIPMENT INDICATED A LIVELY INTEREST IN A SEMINAR/EXHIBITION ALONG THESE LINES. IF FURTHER RESEARCH SHOWS THAT THE MARKET IS LARGE ENOUGH TO JUSTIFY A SHOW, SHOULD BE CONSIDERED AS A POSSIBLE THEME.

CAMPAIGN #11

PIRORITY STANDING #11

TITLE: CERAMIC INDUSTRY EQUIPMENT AND MATERIALS

JUSTIFICATION: THE CERAMIC AND GLASS-PROCESSING INDUSTRIES ARE BOOMING IN MEXICO, AND MEXICO'S APPARENT CONSUMPTION OF PRODUCTION EQUIPMENT AND SUPPLIES IS EXPECTED TO REACH US\$108.16 MILLION BY 1978. IMPORTS CURRENTLY REPRESENT 14 PERCENT OF TOTAL APPARENT CONSUMPTION. CERTAIN RAW MATERIALS WILL NEED TO BE IMPORTED, AS WELL AS CAPITAL GOODS, ESPECIALLY HIGH-TECHNOLOGY ONES. THE INDUSTRIES' GROWTH RATE, STIMULATED BY INCREASING DOMESTIC NEEDS AND EXPORT POSSIBILITIES, MAKES THEM ATTRACTIVE CUSTOMERS FOR U.S. UNCLASSIFIED

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EXPORTS.

CAMPAIGN #12

PRIORITY STANDING #12

TITLE: LABORATORY INSTRUMENTATION

JUSTIFICATION: THIS PRODUCT CATEGORY IS ONE OF EIGHT TARGET INDUSTRIES SCHEDULED FOR PROMOTION DURING FY78. MEXICO IS A LARGE BUYER OF LABORATORY EQUIPMENT FROM THE U.S. WHILE THERE IS SOME DOMESTIC MANUFACTURE OF LOW-TO-MEDIUM LEVEL TECHNOLOGY LABORATORY EQUIPMENT, MEXICO WILL CONTINUE TO BUY EQUIPMENT OF LOW-TO-HIGH TECHNOLOGY FROM THE U.S. FOR SOME TIME TO COME.

CAMPAIGN #13

PRIORITY STANDING #13

TITLE: SECURITY AND SAFETY EQUIPMENT

JUSTIFICATION: INDUSTRIAL SAFETY AND SECURITY IS BECOMING INCREASINGLY IMPORTANT AS MEXICO STRIVES TO MAXIMIZE INDUSTRIAL EFFICIENCY AND CONSOLIDATE TECHNOLOGICAL GAINS. INDUSTRIAL COMMERCIAL, AND EDUCATIONAL INSTITUTIONS ARE DEVELOPING A SAFETY/SECURITY CONSCIOUSNESS AND CORRESPONDING PROGRAMS. AS MEXICAN SOCIETY GROWS MORE COMPLEX, THE NEED TO PROMOTE SAFETY INTENSIFIES. MARKET RESEARCH AND PAST USMC EXHIBITIONS INDICATE THAT THE SAFETY/SECURITY FIELD PROMISES TO BE A LUCRATIVE FUTURE MARKET.

4. FINANCIAL RESOURCES SUMMARY

THE EMBASSY FORESEES NO SERIOUS PROBLEMS SO LONG AS PROJECTED DEMAND FOR FINANCIAL RESOURCES IS MET. IF, HOWEVER, SUPPLY OF FINANCIAL RESOURCES, PARTICULARLY FOR CONTRACT SERVICES, IS NOT MET, THE IMPLICATIONS FOR EMBASSY'S CAPABILITY TO MEET BURDENS PLACED ON ITS PERSONNEL RESOURCES WOULD BE SERIOUS.

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ACTION EB-07

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TO SECSTATE WASHDC 4108

USDOC WASHDC

INFO ALL AMERICAN CONSULATE MEXICO VIA POUCH

UNCLAS SECTION 4 OF 4 MEXICO 4504

THE FINANCIAL RESOURCES SUMMARY BELOW IS IN THE FORM OF
TABLE IIB OF THE MYRMIDON SUMPLE CCP CONTAINED 75 STATE
A-7369. THE PERCENTAGE SPACES ARE OMITTED, AS IN THE
SAMPLE THEY ADD VERTICALLY TO 100 PERCENT, AND ARE
THEREFORE MEANINGLESS. THE BUDGET AND FISCAL OFFICER HAS
BEEN CONSULTED ON THIS SECTION OF THE EMBASSY'S PRELIMINARY
INPUTS.

TOTAL RESOURCES TO BE UTILIZED: (INCLUDES ESTIMATED 15
PERCENT ANNUAL WAGE AND PRICE INCREASE)

(A) CAMPAIGN: TRAVEL \$5,463; REPRESENTATION \$1,495;
CONTRACT SERVICES \$690;
MISC-PRINTING & MAILING \$1,553.

(B) NON-CAMPAIGN: TRAVEL \$8,452; REPRESENTATION \$8,740;
CONTRACT SERVICES \$26,735; ## MISC-PRINTING & MAILING \$7,641.

INCLUDES: WTDR/PIR CONTRACT - \$17,250; SIX MONTH CONTRACT
TO UPDATE AND INTEGRATE AGENCY CARD FILE INTO AMDEX
FILE - \$6,000

LOCAL PPINTING OF PAMPHLET ON FOREIGN BUYER'S
PROGRAM - \$1,000

5. PERSONNEL RESOURCES SUMMARY

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THE PERSONNEL SUMMARY BELOW IS IN THE FORM OF
TABLE IIA OF THE MYRMIDON SAMPLE CCP CONTAINED 75 STATE
A-7369. AS IN THE FINANCIAL RESOURCES SUMMARY (PARA 8),
PERCENTAGES ARE OMITTED AS THEY ADD VERTICALLY
TO 100 PERCENT AND THEREFORE LACK SIGNIFICANCE IN THIS
ONE LINE TABLE. THE FIGURES IN THE TABLE INCLUDE
PERSONNEL OF THE EMBASSY'S ECON/COMMERCIAL SECTION,
TREASURY, FISHERIES, AND TWO CONSULATES GENERAL. THEY
DO NOT INCLUDE PERSONNEL OF AGATT, MCTC, USTS, OR SCICOUN.
THE FIGURES ALSO REFLECT THE INTERNAL SHIFT OF LOCAL
PERSONNEL RESOURCES FROM THE COMMERCIAL INTELLIGENCE
UNIT TO PROVIDE LOCAL PROFESSIONAL BACKUP FOR THE COM-
MODITY OFFICERS.

TOTAL RESOURCES UTILIZED: (PERSON-DAYS)

(A) PROFESSIONAL: (I) CAMPAIGN: FSO-517
FSL/P-137

(II) NON-CAMPAIGN: FSO-2563; FSL/P-1183

(B) CLERICAL: (I) CAMPAIGN: FSS-99; FSL/C -198

(II) NON-CAMPAIGN: FSS-561; FSL/C-759.
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